Cic ©regon Statesmã̉
The Issued dally Exeep Monday by




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Dept

## Buatneat ortice TELEAONES:




THE SMALL BORES
Some of the feverish crities of the Shipping Board are
still raving over the trial junket of the Leviathan There still raving over the trial junket of the Leviathan. There
was talk of an injunction to prevent the huge vesel from
pandertaking her initial journey. There is still a prospect of a Congresional investigation some time in the misty future.
Members of Congress are ouite capable of spending $\$ 20,000$ Members of Congress are quite capable of spending $\$ 20,000$
to investigate a charge that the Shippong Baord had spent
$\$ 12,000$ in the entartainment of guests on the big boat.
Be$\$ 12,000$ in the entertainment of guests on the big boat. Be-
cause of the failure of Congress to extend any support to a
merchant marine and because of exacting shipping laws the merchant marine and because of exacting shipping laws the
nation is driving American activity from the seas. The government itself must take up the burden.
The nation has a lot of ships on han
The nation has a lot of ships on hand and is called upon
to operate them in ocmpetition with the fleets of of her coour-
tries. The Leviathan cost something tike $\$ 25,000$, tries. The Leviathan cost something like $\$ 25,000,000$ in the
original package and the government has spent $\$ 8,000,000$ to
 were bidden. It costs the Shipping Board $\$ 10,000$ or $\$ 15,000$
to entertain them, but instantly a group of petty politicians raise their voices in blatant protest against this extrava-
gance. During the war the nation spent billions without a gance. During millions of the total being reckless waste. But
guiver-mat
Dow on an investment of a few thousands by the Shipping now on an investurmists enough to wake the dead. The Leviathan is a dry ship on a weet oeean. She must
compete with the popular liners of England and France. She
$\frac{\text { THESOYS AND GIRLSNEV NE }}{\text { Lessons Champion Swimmers Learn }}$



## FUTURE DATES


PAPER

## Bitite

Eadted by John M. Miller.
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## WUT FIME RHMING WORDS ARE PCTURED HERE?

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I
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needs advertising just as if she were being operated by an
private corporation. On her first flyer under the American
flag she had on flag she had on board a distinguished company. There were
numbers of eminent correspondents and trained men of let ters. The Levienthan has had pubsicicity trained men that on het iet
man would man would be glad to pay $\$ \$ 150,000$ to acquire. She needs al
the advertising she can get and the Shippung Board manager
have been able to gain a wonderful amount of it have been able to gain a wonderful amount of it at a mini
mum of cost. Even the foamy emanations of the Conres. sional critics seavell the volume of advertising without the
politicians realizing the fact. The Shiping Board would complacently grin in the face of an investigation whic
merely add to the publicity.-Los Angeles Times.

The Times writer is conservative in his statements. The
United States is committed to the running of ships. She hat United States is committed to the running of ships. She hat
the ships and she cannot sell them for private ownership for the presen she must run them or let them rot
The Leviathan carried 200,000 American "doughboys" ought to help some in her faver.
But, since Uncle Sam has her, and must run her, the thing to do is to make her pay if poss made to pay only with full passenger lists and cargos-
And the way to get them is to advertise for them; to
advertise in every legitimate and economical way known to modern business.
American merchant marine in private hands; but antil this can be consummated, the only thing left is to have the government operate her ships, and to get all the be
sible, and to make them pay if this can be done.
The flax crop is sot going to be allowed to go to waste.
if the flax cannot be pulled by machinery-and the writer If the flax cannot be pulled by machinery-and the will be

Every little bit helps. The proposition of H. H. Haynes, ve and hustling business man, will nat clare orreat tonnag loganberries. May be there will not be 2 great to
of the berries still fit to pick to go to waste, alter all.

Getting the Right Start

## 

 Year an and ana park ot laty Harding predicted that Presidentwe renominated.
whtch is our idea of the obvious.
Los Angeles Tlimes.
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Punctuality Now Marks main trunk lines cover their dis Train Service in
 Nive (e)

## Lost in the Woods

EXPERIENCED woodsmen say that when a man gets lost in the
forest he usually travels round and round in a circle.
That's just the way some folks shop. They hit the buying trail, stray from it a bit, and before they are aware of the fact, they are lost-wan and wearier-and finally get back home mentally and physically tuckered out without having accomplished much.

Up-to-date shoppers make up their minds what they are going to buy before they leave the house. They know exactly what they want, how much they want to pay, and just where they will find the right goods at the right prices. To them shopping is a pleasure.

These modern shoppers read the advertisements carefully and regularly. They find that the advertisements save them steps, bother, trouble and time

Let the advertisements guide you That's their job

